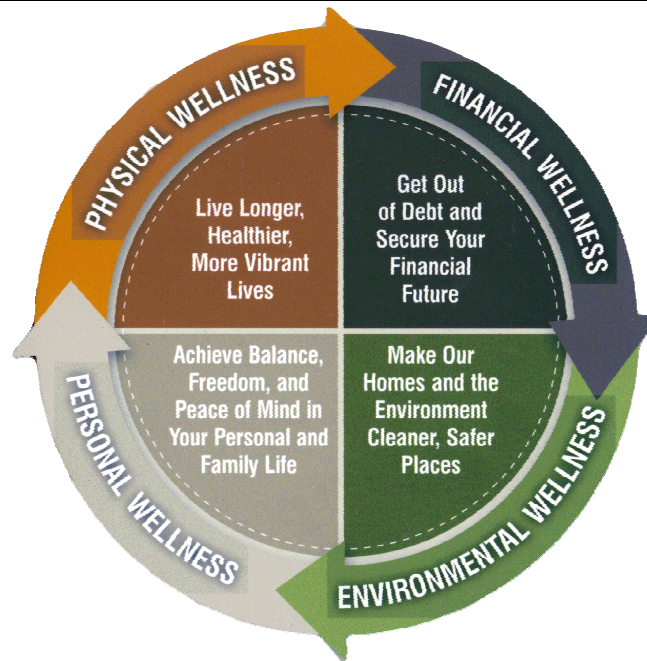


# A DIFFERENT KIND OF COMPANY



1. MLM Companies often require or encourage their people to buy inventory, or to at least, purchase large quantities of product each month to qualify for bonuses. Our company on the other hand, requires no extra purchases and actually encourages customers to purchase only the products they need in their homes that month. This is a significant difference! MLM companies impose a significant risk and burden. With our company, there is no risk.
2. An MLM company usually requires that you resell their products. Our company does not require any reselling – all customers shop direct from the catalog or website. Real people buy real product they really want. This means as you build a business, you don't have to pressure others to buy what they don't need, you have no repeat sales presentations and you don't have to peddle inventory to your friends or neighbors. You simply refer customers to Melaleuca, help them set up their accounts, and each time they shop direct with the company, you make a commission.
3. Most MLM companies charge several times what their products are worth, such as \$40 for a bottle of juice that could be purchased at the store for significantly less. At our company, products are competitively priced so you can actually save money versus the national brands. Customers just switch from the grocery or department store to our company. They use the same "old" money they were already using to purchase shampoo, laundry soap, and other household and personal products. And the exceptional products they buy keep them coming back month after month.
4. MLM companies often market products that rely on the sensational, such as juice, magnets, diet pills, or green algae. These aren't products that are used by the average customer. Can you imagine, in today's economy, trying to convince someone to spend hundreds of dollars on cases of juice each month? Our company sells products with real value and benefits superior to those found on the grocery store shelf. Our company sells products with real value and benefits superior to those found on the grocery store shelf. Our disinfectant for example: it is an EPA registered disinfectant that does not use chlorine bleach. Instead it uses the spice thyme and is two times concentrated. So, it does not contain chlorine bleach, saves you money, and because it's concentrated, it is better for the environment. Unlike products sold at many MLM companies, our products don't rely on the sensation, but instead offer true value and benefits. What you put in the earth stays in the earth.
5. Many MLM companies rely on an icon or public figure to champion their products. In some

cases, MLM companies have used doctors with Ph.D. degrees from obscure and little known internet-based universities to tout their juice or products. Our company, on the other hand, develops and sells products based on sound science and rigorous development. We have a strong Research and Development staff with scientists and Ph.D.'s from reputable universities and strong professional experience. In fact, we have some of the best product development scientists in the world.

6. With the MLM high-risk, high inventory model, the person on the top or the one who gets in first wins and the person who gets in last loses. Our company has a true and proven business model that rewards Marketing Executives when they team up and help each other. It doesn't matter when you start your business; you can be as successful today as you could the day the company started.
7. MLM companies often come and go because they rely on large purchases and sensational products to generate sales. They are unwilling to reward their distributors for helping others succeed. These companies often grow rapidly and then decline rapidly. Our company, on the other hand, has a 23-year proven track record. This is the defining difference between our company and MLM; our track record. We continue to grow and prosper because we've based our company on sound business principles, and our Compensation Plan rewards those who help others.
8. At most MLM companies, the customer attrition rate is high. Recently, we closely examined a number of MLM companies and their performance. We asked the companies what their customer attrition was from month to month. First, no company would publicly disclose that figure. Second, when we spoke with the distributors from those companies, their retention rates ranged from 40% down to 6% in any given month. That means that they lost the majority of their customers each month. So, at MLM companies, each month your first task is to replace the customers you lost before you can even think about growing. Our company has a 94% retention rate. That means 94% of customers that ordered last month will order again this month. If you look at our retention rate over several years, that average is 95%. That is a terrific retention rate and we disclose it! We don't know of any MLM company that would dare to disclose their customer repeat purchase rate. Why do we? Because we're not multi-level marketing.
9. Anyone can build a business with our company. All it takes is time and effort. Unlike MLM companies, you don't need a large investment or years of experience. You don't have to have an extensive network of contacts. At many MLM companies, you succeed if you can find an MLM person with lots of contacts who you can recruit rapidly to earn big bonuses and then move on to the next deal. At our company, the average person can begin by referring friends and neighbors and then expand their organization by helping others to do the same. If you want to see a difference between our company and MLM companies, look at our ranks of customers and Marketing Executives. They are often ordinary folks just like you and me.
10. Our company is committed to its mission of helping others. It is often hard to know the mission of many MLM companies. But it seems that their mission can be to make money at all costs. It seems thousands of people leave these companies having invested thousands of dollars in hopes of success only to be left with untold inventory, lots of motivational books and tapes, and unmet dreams of wealth. Ours is a company that helps other get out of debt, stands behind satisfaction guarantee, and leaves people better than they found them. Our company will also donate 5% of all your revenue to the nonprofit of your choice. Your business will grow as the word spreads through your organization that you not only have great products, but your company will contribute to your passion. Can you find any MLM that can match that commitment?